

ABSTRACT OF THE DISCLOSURE

23

An electronic coupon issuing system having an electronic coupon server with a memory for storing a database of electronic coupons including information concerning use of the coupons, and for storing identifying indicia of redemption media presented at the point of purchase to redeem the electronic coupons, and a search section for receiving the identifying indicia of the redemption media and searching for electronic coupons that are useable in connection with the identifying indicia. An electronic coupon redemption terminal receives the electronic coupon redemption media at the point of sale and verifies with the electronic coupon search section whether an electronic coupon exists while at the same time approving the use of such coupons. The server receives a request for an electronic coupon from a coupon registration terminal and stores the identifying indicia with any relevant coupons obtained by the search section. The search results are sent to the electronic coupon redemption terminal. The inventive system eliminates the need to print out a coupon.